DOCUMENT RESUME

ED 073 358 AC 014 230

AUTHOR	Dixon, Lois Claudine; And Others
TITLE	Characteristics of Viewers of a Tennessee Agricultural Extension Educational Television Series on Renovating Furniture. A research Summary of a Graduate Study.
INSTITUTION	Tennessee Univ., Knoxville. Agricultural Extension Service.
PUB DATE	Feb 73
NOTE	74p.; Extension Study No. 38; S.C. 825
EDRS PRICE	MF-$0.65 HC-$3.29
DESCRIPTORS	Adult Students; *Educational Television; *Extension Education; *Furniture; Homemaking Education; Homemaking Skills; *Housewives; Program Effectiveness; Questionnaires; *Surveys; Tables (Data); Technical Reports; Televised Instruction; Television Curriculum; Television Surveys; Television Viewing
IDENTIFIERS	Kentucky; North Carolina; Tennessee; Virginia; West Virginia

ABSTRACT

A study was conducted to investigate certain characteristics of respondents who renovated furniture during a Washington County educational television 19-program series on chair renovation, who had previously renovated furniture, and who planned to renovate a chair following the series, and to compare them with those respondents who had not. Data used in the analysis came from 1,477 homemakers responding to a mail questionnaire in a five-State area including parts of Tennessee, Kentucky, Virginia, North Carolina, and West Virginia. Data were analyzed according to the relation of the respondents' membership status, previous renovation of furniture, number of Extension units in the series watched, and chair renovating rating. Among the major findings were: (1) respondent Extension-related membership status was significantly related to previous formal education; (2) respondent Extension-related membership status was significantly related to renovation of a chair before watching the series; (3) whether or not respondents renovated chairs while an educational TV series was in progress and whether or not respondents intended to renovate chairs after the series were significantly related; and (4) the actual number of Extension units watched by respondents was significantly related to each of six topics for future TV programs desired by respondents--buying home furnishings, window treatment, food preservation, food buying, work simplification, and money management. (Author/KM)

ED 073358

RESEARCH SUMMAR TURAL EXTENSION

U.S. DEPARTMENT OF HEALTH
EDUCATION & WELFARE
OFFICE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY

Extension Study No. 38
S. C. 825

A Research Summary of a Graduate Study

CHARACTERISTICS OF VIEWERS OF A TENNESSEE AGRICULTURAL EXTENSION EDUCATIONAL TELEVISION SERIES ON RENOVATING FURNITURE

Lois Claudine Dixon, Cecil E. Carter, Jr.
and Robert S. Dotson

AGRICULTURAL EXTENSION EDUCATION
AGRICULTURAL EXTENSION SERVICE
THE UNIVERSITY OF TENNESSEE

February, 1973

FILMED FROM BEST AVAILABLE COPY

AC014830

TABLE OF CONTENTS

		PAGE
	ABSTRACT	ii
I.	PURPOSES AND SPECIFIC OBJECTIVES	1
	Specific Objectives	1
II.	METHOD OF INVESTIGATION	2
III.	METHOD OF ANALYSIS	2
IV.	MAJOR FINDINGS	4
	Relations Between the Respondents' Extension-Related Membership Status and Selected Personal Characteristics	4
	Relations Between Respondents Who Did or Did Not Renovate Chairs While an Educational Television Series Was In Progress and Selected Personal Characteristics	6
	Relations Between Respondents' Chair Renovation Ratings and Selected Personal Characteristics	7
V.	IMPLICATIONS AND RECOMMENDATIONS	9
	Recommendations for Further Study	11
	SOME USEFUL REFERENCES	12
	APPENDIX	13
	Tables 1 through 50	14 - 66

CHARACTERISTICS OF VIEWERS OF A TENNESSEE AGRICULTURAL EXTENSION SERVICE EDUCATIONAL TELEVISION SERIES ON RENOVATING FURNITURE

by

Lois Claudine Dixon, Cecil E. Carter, Jr.

and Robert S. Dotson

November 20, 1972*

ABSTRACT

This study was concerned with the characteristics of viewers of a Washington County educational television nineteen-program series on the subject of chair renovation. The purpose was to investigate certain characteristics of respondents who had previously renovated furniture, who had renovated during the educational television series and who planned to renovate a chair following the series, and to compare them with those respondents who had not. Data were collected from homemakers responding to a mail questionnaire in a five-state area including parts of Tennessee, Kentucky, Virginia, North Carolina, and West Virginia. A total of 1,477 questionnaires were judged to be complete and accurate and were used in the analysis. For purposes of the analysis, data from the 1,477 viewers were studied under four major headings according to the relation of the respondents': (1) membership status; (2) previous renovation of furniture; (3) number of Extension units in the series watched; and (4) chair renovating rating.

Thirteen independent variables were identified and used as a basis for comparing certain characteristics of respondents who had renovated

*Date of completion of an M.S. degree thesis by Lois Claudine Dixon on which this summary is based.

furniture with those who had not. Contingency tables were used to show the relation between the dependent and independent variables. Chi square values which achieved the .05 level were accepted as being statistically significant. Computations were done by The University of Tennessee Computing Center.

Major findings of the study were:

1. Respondent Extension-related membership status was significantly related to previous formal educational training. Though the test did not identify the area of variation, it appeared to focus on 4-H leaders, and parents (i.e., the former appeared to be slightly better and the latter less-well educated, respectively, than others).

2. Respondent Extension-related membership status was significantly related to all but one source of publicity that encouraged participation in the classes. The test identified television, newspapers, letters from the home agent, and "others" as the sources where the respondents in the various membership statuses varied significantly. Four-H leaders reported television and newspaper more frequently, while home demonstration club leaders reported letters from the home agent more than others. Differences on radio were not significant.

3. Respondent Extension-related membership status was significantly related to renovation of a chair before watching the series. More home demonstration club members and leaders and 4-H parents had renovated chairs previously than was true of 4-H leaders and non-members.

4. Respondent Extension-related membership status and three types of future television programs desired was significantly related. Significant differences were noted on <u>a specific craft</u> (more home demonstration clubs,

63 percent, and 4-H leaders, 69 percent, than others indicating interest), food preservation (more 4-H parents, 49 percent, and non-members, 44 percent, than others showing interest), and food buying (more 4-H parents, 35 percent, and non-members, 32 percent, than others expressing interest.

5. Respondent Extension-related membership status and certain types of classes attended were significantly related. Extension-sponsored and "other" classes had been attended by more leaders prior to viewing than by members of other categories participating. Differences on night classes were significant while others were not.

6. Whether or not respondents renovated chairs while the educational series was in progress was significantly related to their previous formal educational training. Though the test did not show where the differences occurred, observation of tabled data suggested that those renovating chairs tended to have at least some high school work, while non-renovators more frequently did not respond or indicated grammar school or at least some college.

7. Whether or not respondents renovated chairs while an educational television series was in progress and whether or not respondents assisted someone else in renovating chairs were significantly related. More viewers renovating chairs themselves during the educational television series tended to assist others in renovating them.

8. Whether or not respondents renovated chairs while an educational television series was in progress and whether or not respondents intended to renovate chairs after having seen the educational television series were significantly related. More of those not renovating chairs during the educational series were certain they did not plan to do chairs

following the series.

9. The actual number of Extension units watched by respondents and whether or not they had renovated chairs while the educational television series was in progress were significantly related. This suggests that those renovating chairs during the series tended to watch a significantly higher number of Extension units, and those not renovating tended to watch fewer.

10. The actual number of Extension units watched by respondents and whether or not they had assisted someone else in renovating chairs while the educational television series was in progress were significantly related. This means that those helping someone else to renovate chairs during the series tended to watch more Extension units than others; while those not assisting others tended to watch fewer.

11. The actual number of Extension units watched by respondents and whether or not they intended to renovate chairs after seeing the educational television series were significantly related. More of those who had chair renovation plans viewed more Extension units in the series; the reverse also applying with those not having plans for renovation.

12. The actual number of Extension units watched by respondents was significantly related to each of six topics for future television programs desired by respondents. A summary of results showed that the following television series topics were significantly related to the number of Extension units viewed: (1) buying home furnishings; (2) window treatment; (3) food preservation; (4) food buying; (5) work simplification; and (6) money management. The higher the number of units watched, the greater the likelihood they would select each of the six topics listed.

13. Respondent chair renovation rating was significantly related to "other" sources of publicity (e.g., telephone, face-to-face contact, meetings) regarding the series. Relations with remaining sources (i.e., letters from home agents, newspapers, radio, television) were not significant.

14. Respondent chair renovation rating was significantly related to having renovated chairs before watching the educational television series. Thus, those who had renovated prior to viewing tended to have higher renovation ratings. This means that more of those who had completed chairs before the series also did so during the series and planned to renovate more following the series.

15. Respondent chair renovation rating was significantly related to renovating chairs while the series was in progress.

16. Respondent chair renovation rating and whether or not respondents assisted someone else in renovating chairs during the educational television series were significantly related. Thus, more viewers helping someone else renovate had higher renovation ratings; while more not helping someone else had lower.

17. Respondent chair renovation rating was significantly related to respondent plans to renovate chairs after having seen the series. This is, of course, partially due to the fact that plans to renovate were included as one of the three criteria used for renovation ratings.

18. Respondent chair renovation rating and the viewing of each of the fifteen suggested Extension units were significantly related.

19. Respondent chair renovation ratings and whether or not respondents

were satisfied with their renovated chairs were significantly related. Those having higher renovation ratings tended to be better satisfied with renovated chairs.

20. Respondent chair renovation rating was significantly related to the number of units watched. Those viewing more units tended to have higher renovation ratings.

21. Respondent chair renovation rating was significantly related to all types of adult education classes previously attended. Those having previously attended more adult education classes tended to rate higher.

Implications and recommendations also were made.

RESEARCH SUMMARY*

I. PURPOSES AND SPECIFIC OBJECTIVES

The major purposes of this study were to investigate certain characteristics of respondents who had previously renovated furniture, who had renovated during the educational television series and who planned to renovate a chair following the series, and to compare them with those respondents who had not.

Specific Objectives

Specific objectives were to examine the characteristics of the different renovation groups according to:

1. Different membership status
2. Other renovation completed
3. Different numbers of Extension units in the educational television series watched
4. Other renovation planned
5. Renovation ratings
6. Other home economics subject matter areas in which viewers of the chair renovating series were interested.

The study was undertaken because little was known regarding the characteristics of viewers of Washington County educational television

---

*Lois Claudine Dixon, Extension Agent, Agricultural Extension Service, The University of Tennessee, Jonesboro, Tennessee.

Cecil E. Carter, Jr., Associate Professor, Agricultural Extension Education Section, The University of Tennessee Agricultural Extension Service, Knoxville, Tennessee.

Robert S. Dotson, Professor and Head, Agricultural Extension Education Section, The University of Tennessee Agricultural Extension Service, Knoxville, Tennessee.

programs (See Figure 1). It was believed that data from such a study would be helpful in planning additional home economics Extension subject matter areas for television use in Tennessee and elsewhere.

II. METHOD OF INVESTIGATION

For study purposes, the population and sample included the 1,477 homemakers who completed and returned the evaluation forms after viewing the educational television series.

III. METHOD OF ANALYSIS

The completed questionnaires were coded and responses recorded on data sheets. Data were punched on data processing cards. Thirteen independent variables were identified and used in the analysis of factors related to: (1) membership status; (2) respondents who had or had not renovated a chair; (3) Extension units in the series watched; and (4) chair renovation ratings.

The chair renovation rating was used to answer the following questions:

1. Had you upholstered a chair before you saw these programs?
2. While the television series was in progress, did you:
   a. Renovate a chair?
   b. Assist someone else?
3. Do you intend to renovate a chair now that you have seen the program?

In the rating system used: 0 meant that question five, six, and seven, all received a "no" answer; 1 was given to those who answered either

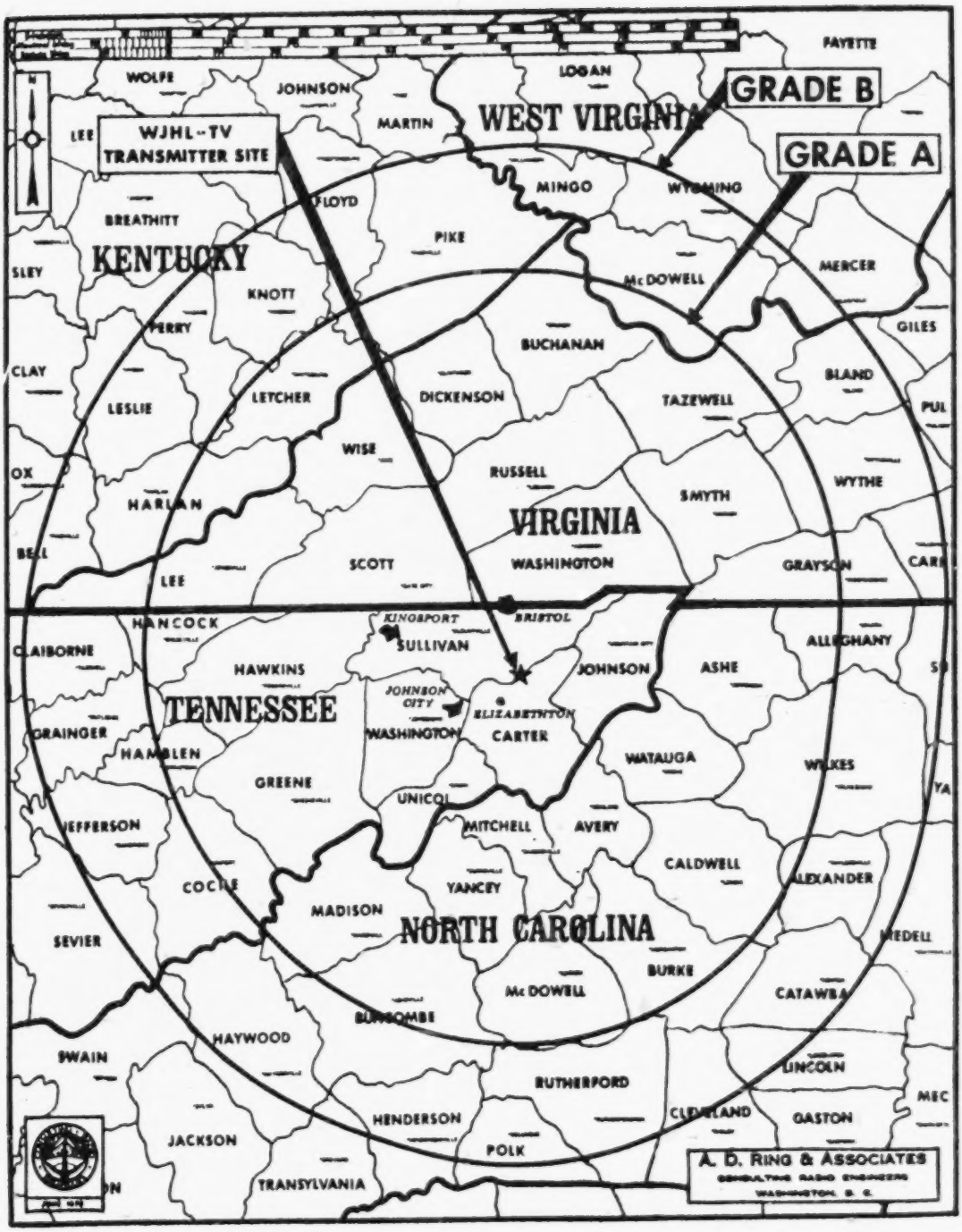

Figure 1. Viewing area for television station W.J.H.L., Johnson City, Tennessee.

five, six, or seven with a "yes" answer; 2 designated those who answered any two of the questions five, six, or seven with "yes" answers; while 3 recognized those who answered "yes" to questions five, six, and seven.

Computations were made by The University of Tennessee Computing Center. A contingency table analysis program was used. This program computed two-way frequency and percentage tables; chi square and contingency coefficients. Output for this program included: (1) frequency tables; (2) row, column, and table percentages; and (3) chi square values which achieved the .05 level of confidence were accepted as significant. Although research and null hypotheses were not stated, an assumed null hypothesis existed for each of the 13 independent variables.

IV. MAJOR FINDINGS

Major findings were classified and presented under headings related to the objectives of the study. Tables summarizing the findings may be referred to in the Appendix.

Relations Between the Respondents' Extension-Related Membership Status and Selected Personal Characteristics

1. Respondent Extension-related membership status was significantly related to previous formal educational training. Though the test did not identify the area of variation, it appeared to focus on 4-H leaders, and parents (i.e., the former appeared to be slightly better and the latter less-well educated, respectively, than others).

2. Respondent Extension-related membership status was significantly related to all but one source of publicity that encouraged participation

in the classes. The test identified television, newspapers, letters from the home agent, and "others" as the sources where the respondents in the various membership statuses varied significantly. Four-H leaders reported television and newspapers most frequently, while home demonstration club leaders reported letters from the home agents more than others. Differences on radio were not significant.

3. Respondent Extension-related membership status was significantly related to renovation of chairs before watching the series. More home demonstration club members and leaders and 4-H parents had renovated chairs previously than was true of 4-H leaders and non-members.

4. Respondent Extension-related membership status and three types of future television programs desired was significantly related. Significant differences were noted on a specific craft (more home demonstration clubs, 63 percent, and 4-H, 69 percent, leaders than others indicating interest), food preservation (more 4-H parents, 49 percent, and non-members, 44 percent than others showing interest), and food buying (more 4-H parents 35 percent, and non-members, 32 percent, than others interested).

5. Respondent Extension-related membership status and types of classes attended was significantly related. Extension-sponsored and "Others" classes were attended by more leaders than members of other categories participating. Differences on night classes were not significant.

Relations Between Respondents Who Did or Did Not Renovate Chairs While an Educational Television Series Was in Progress and Selected Personal Characteristics

1. Whether or not respondents renovated chairs while an educational series was in progress was significantly related to their previous formal educational training. Though the test did not show where the differences occurred, observation of tabled data suggested that those renovating chairs tended to have at least some high school work, while non-renovators more frequently did not respond or indicated grammar school or at least some college.

2. Whether or not respondents renovated chairs while an educational television series was in progress and whether or not respondents assisted someone else in renovating chairs were significantly related. More viewers renovating chairs themselves during the educational television series tended to assist others in renovating them.

3. Whether or not respondents renovated chairs while an educational television series was in progress and whether or not respondents intended to renovate chairs after having seen the educational television series were significantly related. More of those not renovating chairs during the educational series were certain they did not plan to do chairs following.

Relations Between Actual Number of Extension Units Watched by Respondents and Selected Personal Characteristics

1. The actual number of Extension units watched by respondents and whether or not they had renovated chairs while the educational television series was in progress were significantly related. This suggests that

those renovating chairs during the series tended to watch a significantly higher number of the Extension units, and those not renovating tended to watch fewer.

2. The actual number of Extension units watched by respondents and whether or not they had assisted someone else in renovating chairs while the educational television series was in progress were significantly related. This means that those helping someone else to renovate chairs during the series tended to watch more Extension units than others; while those not assisting others tended to watch fewer.

3. The actual number of Extension units watched by respondents and whether or not they intended to renovate chairs after seeing the educational television series were significantly related. More of those who had chair renovation plans viewed more Extension units in the series; the reverse also applying with those not having plans for renovation.

4. The actual number of Extension units watched by respondents was significantly related to each of six types of future television programs desired. A summary of results showed that the following television series topics were significantly related to number of Extension units viewed: (1) buying home furnishings; (2) window treatment; (3) food preservation; (4) food buying; (5) work simplification; and (6) money management. The higher the number of units watched, the greater the likelihood they would select each of the six topics listed.

Relations Between Respondents' Chair Renovation Ratings and Selected Personal Characteristics

1. Respondent chair renovation rating was not significantly related to the state of residence.

2. Respondent chair renovation rating was significantly related to "other" sources of publicity regarding the series. Relations with remaining sources were not significant.

3. Respondent chair renovation rating was significantly related to having renovated chairs before watching the educational television series. Thus, those who had renovated prior to viewing tended to have higher renovation ratings. This means that more of those who had completed chairs before the series also did so during the series and planned to renovate more following the series.

4. Respondent chair renovation rating was significantly related to renovating chairs while the series was in progress.

5. Respondent chair renovation rating and whether or not respondents assisted someone else in renovating chairs during the educational television series were significantly related. Thus, more viewers helping someone else renovate had higher renovation ratings; while more not helping someone else had lower.

6. Respondent chair renovation rating was significantly related to respondent plans to renovate chairs after having seen the series. This is, of course, partially due to the fact that plans to renovate were included as one of the three criteria used for renovation ratings.

7. Respondent chair renovation rating and the viewing of each of the 15 suggested Extension units were significantly related.

8. Respondent chair renovation rating was significantly related to the number of units watched. Those viewing more units tended to have higher renovation ratings.

9. Respondent chair renovation rating and whether or not respondents were satisfied with their renovated chairs were significantly related. Those having higher renovation ratings tended to be better satisfied with renovated chairs.

10. Respondent chair renovation rating was significantly related to all types of adult education classes previously attended. Those having previously attended some adult education classes tended to rate higher.

V. IMPLICATIONS AND RECOMMENDATIONS

Based on the results of the study and the writer's experience and views, the following implications were drawn and recommendations made:

1. Since the respondents' previous formal educational training proved to be a significant characteristic, consideration should be given to planning Extension television series to better meet the needs and interests of all educational levels.

2. Since the respondents' sources of publicity that encouraged participation in the television series tended to make use of television, newspapers, letters from home agents, and "others" sources, more intensive Extension effort is needed to inform the viewers through television publicity regarding future educational series.

3. Since the respondents who had previously renovated furniture, assisted someone else in renovating furniture, and/or planned to renovate furniture tended to watch more of the Extension units than those who had done none of the above, this would imply that educational television series need to be designed with special emphasis on viewer involvement.

4. Since interest in viewing seemed to lessen as the series progressed, as shown by decreasing percents watching later units, it may be implied that future Extension television series be of shorter time period.

5. Since the respondents' renovation of furniture before watching the series was significantly related to Extension-related membership status this would imply that additional consideration should be given to planning television series to better meet the membership and previous experience of the viewers.

Based on the results of the study and the writer's experience and views, the following recommendations were made:

1. Washington County Extension Home Economists could develop educational television series which would better meet the needs and interests of all educational grade levels of the viewers. This could be done by studying the viewing areas of the television station and then finding out through the census and other means the educational levels of the different counties involved. The average percent of lower limits of the different educational levels could be used as a bases for planning the television series.

2. Washington County Extension Home Economists could encourage participation in television series through more efficient use of prior television publicity. This could be done through cooperation with the television station by having the Extension Home Economist make short tapes to inform the public regarding the series. The tapes could be televised two or three weeks before the series began.

3. Washington County Extension Home Economists could make particular efforts to begin educational television series for greater individual involvement. This could be done through supplementary classes taught by Extension Home Economists following each television lesson for leaders and others. These classes could be taught in central locations in the counties.

4. Washington County Extension Home Economists could give additional consideration to planning educational television series to last over a shorter time duration. This could be done by having fewer units in a series.

5. Washington County Extension Home Economists could make appropriate adjustments in planning television series to more nearly meet the needs and interests of a broad audience. This could be done through kits of materials planned for such an audience.

Recommendations for Further Study

1. Additional studies should be conducted to determine ways to motivate television viewers to become more thoroughly involved in educational series.

2. Further research is needed to evaluate the actual learning of the television viewers in terms of the recommended principles taught and the objectives of the series.

3. Other studies should be conducted in Tennessee to further determine the needs and interests of viewers in such educational series.

4. A study should be conducted in Tennessee to further study the influence of such characteristics as age, sex, marital status, number of children, income and others on behavioral changes related to educational television series.

SOME USEFUL REFERENCES

1. "A Statement of Scope and Responsibility, The Cooperative Extension Service Today." Washington, D. C.: Federal Extension Service, Extension Committee on Organization and Policy, 1958.

2. Brown, Robert M. A Survey of the Viewers of College Courses Taught Over Television. Albany: Instructional Resources Center, State University of New York at Albany, April, 1967.

3. Cheney, Martha A., Eleanor J. Wages, and Frank D. Alexander. Evaluation of TV Series Beginning Sewing. Special Report No. 24. Ithaca: New York State Colleges of Agriculture and Home Economics, March, 1969.

4. Cooper, Bernarr. "ITFS--What It Is--How to Plan." Washington, D. C.: The Division of Educational Technology, National Education Association for the FCC Committee for the Full Development of the Instructional Television Fixed Service, 1967.

5. Hodapp, William. The Television Manual. New York: Farrar, Straus, and Young, 1953.

6. La Freiere, Bernice Marie. "A Study of the Effectiveness of Television in Teaching Clothing Construction." Unpublished Master's thesis, The University of Tennessee, Knoxville, 1960.

7. Li, Jerome C. R. Statistical Inference I. Ann Arbor, Michigan: Edward Brothers, Inc., 1968.

8. Lyle, Jack. "Television in Daily Life: Patterns of Use Overview," Television and Social Behavior. Vol. IV. Rockville, Maryland: National Institute of Mental Health, 1972.

9. "Long Beach City College, California." Washington, D. C: Department of Health, Education and Welfare, 1968.

10. Roper, Burns. A Ten-Year View of Public Attitudes Toward Television and Other Mass Media, 1959-1968. New York: Television Information Office, 1969.

APPENDIX

Table 1. RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND STATES OF RESIDENCE**

State of Residence	Total (N=1477) Percent	Membership Status: Home Demonstration Club Member (N=204) Percent	Home Demonstration Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
Tennessee	80	83	93	81	77	79
Virginia	14	12	7	13	19	14
West Virginia	2	2	0	0	2	3
Kentucky	3	3	0	6	2	3
North Carolina	1	0	0	0	0	1
TOTAL	100	100	100	100	100	100

**Not significant at .05 level (Chi Square Test).

Table 2. RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND PREVIOUS FORMAL EDUCATIONAL TRAINING*

Previous Educational Training	Total (N=1477) Percent	Membership Status: Home Demonstration Club Member (N=204) Percent	Home Demonstration Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
No response[a]	6	4	2	6	5	6
High school	56	58	66	38	73	55
College	26	26	25	50	8	26
Grammar school	12	12	7	6	14	13
TOTAL	100	100	100	100	100	100

[a]No responses were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

Table 3. RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND SOURCES OF PUBLICITY THAT ENCOURAGED PARTICIPATION IN THE CLASSES

Source of Publicity	Total (N=1477) Percent	Membership Status: Home Demonstration Club Member (N=204) Percent	Home Demonstration Club Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
Television**	85	75	74	94	92	87
Newspaper**	7	14	11	31	13	9
Letters from Home Agent**	7	16	37	19	6	4
Other sources**	5	11	9	0	6	4
Radio*	2	1	5	0	5	2
Average Total Percent[a]	21	23	27	29	24	21

[a]Percents will not add to 100 percent as respondents reported more than one source.

*Significant at .05 level (Chi Square Test).

**Not significant at .05 level (Chi Square Test).

Table 4. RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND WHETHER OR NOT RESPONDENTS HAD RENOVATED CHAIRS BEFORE WATCHING AN EDUCATIONAL TELEVISION SERIES*

Respondent Renovated Chairs Before Watching an Educational Television Series	Total (N=1477) Percent	Membership Status: Home Demonstration Club Member (N=204) Percent	Home Demonstration Club Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
No response[a]	7	7	4	0	5	7
Yes	28	32	42	12	34	27
No	65	61	54	88	61	66
TOTAL	100	100	100	100	100	100

[a]Non-responses were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

Table 5. RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND WHETHER OR NOT RESPONDENTS RENOVATED CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS**

Respondent Renovated Chairs While an Educational Television Series was in Progress	Total (N=1477) Percent	Membership Status: Home Demonstration Club Member (N=204) Percent	Home Demonstration Club Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
No response[a]	12	13	5	0	9	13
Yes	6	3	3	19	8	7
No	82	84	92	81	83	80
TOTAL	100	100	100	100	100	100

[a]Non-responses were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

Table 6. RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND WHETHER OR NOT RESPONDENTS ASSISTED SOMEONE ELSE IN RENOVATING CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS**

Respondent Assisted Someone Else in Renovating Chairs While an Educational Television Series Was in Progress	Total (N=1477) Percent	Membership Status: Home Demonstration Club Member (N=204) Percent	Home Demonstration Club Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
No response[a]	31	28	28	18	29	32
Yes	4	5	4	13	5	4
No	65	67	68	69	66	64
TOTAL	100	100	100	100	100	100

[a]Non-responses were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

Table 7. RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND WHETHER OR NOT RESPONDENTS INTENDED TO RENOVATE A CHAIR AFTER SEEING AN EDUCATIONAL TELEVISION SERIES**

Respondent Planned to Renovate a Chair After Seeing an Educational Television Series	Total (N=1477) Percent	Membership Status: Home Demonstration Club Member (N=204) Percent	Home Demonstration Club Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
No response[a]	16	13	14	6	8	17
Yes	66	65	68	69	77	66
No	18	22	18	25	15	17
TOTAL	100	100	100	100	100	100

[a]Non-responses were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

Table 8. RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND REASONS GIVEN BY RESPONDENTS WHO DID OR DID NOT INTEND TO RENOVATE CHAIRS**

Reason Given for Not or Not Intending to Renovate Chairs	Total (N=1477) Percent	Membership Status: Home Demonstration Club Member (N=204) Percent	Home Demonstration Club Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
No reason given	71	67	60	69	73	72.0
Other reasons	19	21	26	19	19	18.0
Don't want to put forth that much effort	6	9	7	12	1	6.0
Need more help	3	3	7	0	6	3.0
Written directions not clear	1	0	0	0	1	0.5
Television directions not clear	1	0	0	0	0	0.5

**Not significant at .05 level (Chi Square Test).

Table 9. RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND RESPONDENTS WHO WATCHED THE FIFTEEN SUGGESTED EXTENSION UNITS

Extension Units	Total (N=1477) Percent	Membership Status: Home Demonstration Club Member (N=204) Percent	Home Demonstration Club Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
"Trends; Fabrics; A Chair That Fits"	71	73	74	94	79	70
"Tools; Supplies; Removing Old Upholstery"	78	78	77	81	90	77
"Repairing Framework and Wood Finish"	61	62	58	75	70	61
"Stretching Webbing and Fastening Springs"	69	67	67	75	79	68
"Tying and Covering Springs"	61	62	58	56	70	60
"Attaching Edge Rolls; Padding Seat of Chair"	39	33	32	63	41	41
"Covering Seat of Chair With Separate Cushion"	38	33	39	56	49	38

Table 9. (Continued)

Extension Units	Total (N=1477) Percent	Membership Status: Home Demonstration Club Member (N=204) Percent	Home Demonstration Club Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
"Padding a Chair Using Foam Rubber"	42	43	44	56	42	42
"Padding and Covering the Seat of a Chair"	32	29	30	31	40	32
"Padding and Covering Arms"	49	46	44	69	58	48
"Adding the Front Band and Padding Inside Back"	39	31	35	63	52	40
"Covering the Inside Back and Sewing on Buttons"	35	32	35	50	49	36
"Covering Outside Arm and Back"	41	34	35	31	48	48
"Fastening Lining Under Bottom of Chair"	41	38	40	50	47	41
"Making a Cushion Cover"	33	31	32	25	35	33
Total Average Percents	49	46	47	58	57	49

Table 10. RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND THE EXTENSION UNITS WATCHED**

Number of Extension Units Watched	Total (N=1477) Percent	Membership Status: Home Demonstration Club Member (N=204) Percent	Home Demonstration Club Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
Not indicated[a]	11	9	12	6	7	12
One to Five	28	32	30	12	21	28
Six to Fifteen	61	59	58	82	72	60
TOTAL	100	100	100	100	100	100

[a]Respondents not indicating number of programs watched were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

Table 11. RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND WHETHER OR NOT RESPONDENTS WERE SATISFIED WITH RENOVATED CHAIRS**

Respondent Was Satisfied With Chairs Renovated	Total (N=1477) Percent	Membership Status: Home Demonstration Club Member (N=204) Percent	Home Demonstration Club Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
Did not renovate a chair[a]	79	76	82	81	77	80
Yes	19	22	16	19	22	19
No	2	2	2	0	1	1
TOTAL	100	100	100	100	100	100

[a]Respondents who did not renovate a chair were deleted for the purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

Table 12. RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND TYPES OF FUTURE EDUCATIONAL TELEVISION PROGRAMS DESIRED

Educational Television Series	Total (N=1477) Percent	Membership Status: Home Demonstration Club Member (N=204) Percent	Home Demonstration Club Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
Basic sewing techniques*	49	53	49	50	56	48
Window treatment*	49	51	53	56	45	49
A specific craft**	43	53	63	69	45	40
Food preservation**	42	33	37	31	49	44
Food buying**	31	21	26	19	35	32
Work simplification*	31	25	37	31	38	31
Buying home furnishings*	30	30	32	38	33	29
Money management*	26	20	28	25	36	26
Others*	3	1	4	6	1	4
Total Average Percent	34	32	37	36	37	34

*Significant at .05 level (Chi Square Test).

**Not significant at .05 level (Chi Square Test).

Table 13. RELATIONS BETWEEN RESPONDENTS' EXTENSION-RELATED MEMBERSHIP STATUS AND TYPES OF ADULT EDUCATION CLASSES PREVIOUSLY ATTENDED*

Class Attended[b]	Total (N=1477) Percent	Membership Status: Home Demonstration Club Member (N=204) Percent	Home Demonstration Club Leader (N=57) Percent	4-H Leader (N=16) Percent	4-H Parent (N=86) Percent	Non-Member (N=1114) Percent
Other**	13	13	26	50	9	12
Extension-sponsored classes**	11	24	32	38	10	7
Night school*	6	3	7	13	7	6
Total Average Percent	10	13	21	31	9	8

[a]Respondents not indicating types of adult education classes previously attended were deleted for purpose of computing Chi Square value.

[b]Respondents checked one or more categories.

*Significant at .05 level (Chi Square Test).

**Not significant at .05 level (Chi Square Test).

Table 14. RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND STATES OF RESIDENCE**

State of Residence	Total (N=1477) Percent	Renovated Chairs While the Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
Tennessee	80	72	81	79
Virginia	14	21	13	13
West Virginia	2	3	2	4
Kentucky	3	4	3	3
North Carolina	1	0	1	1
TOTAL	100	100	100	100

**Not significant at .05 level (Chi Square Test).

Table 15. RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND MEMBERSHIP STATUS**

Membership Status	Total (N=1477) Percent	Renovated Chairs While the Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
Non-member	75	80	75	79
Home demonstration club member	14	8	14	15
4-H Parent	6	7	6	4
Home Demonstration Leader	4	2	4	2
4-H Leader	1	3	1	0
TOTAL	100	100	100	100

**Not significant at .05 level (Chi Square Test).

Table 16. RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND PREVIOUS EDUCATIONAL TRAINING*

Educational Status	Total (N=1477) Percent	Renovated Chairs While the Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
High school	57	70	56	52
College	26	18	27	21
Grammar school	12	9	13	9
No response[a]	5	3	4	18
TOTAL	100	100	100	100

[a]Respondents not indicating whether or not they renovated a chair were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

Table 17. RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND SOURCES OF PUBLICITY THAT ENCOURAGED PARTICIPATION IN THE CLASSES**

Source of Publicity	Total (N=1477) Percent	Renovated Chairs While the Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
Television	85	93	90	73
Newspaper	7	8	10	14
Letter from Home Agent	7	8	10	8
Others	5	6	6	2
Radio	2	2	2	2
Average Total Percent[a]	21	23	24	19

[a]Percents will not add to 100 percent as respondents reported more than one source.

**Not significant at .05 level (Chi Square Test).

Table 18. RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND WHETHER OR NOT RESPONDENTS HAD UPHOLSTERED CHAIRS BEFORE WATCHING**

Respondent had Upholstered Chairs Before Watching an Educational Television Series	Total (N=1477) Percent	Renovated Chairs While an Educational Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
No response[a]	7	0	3	36
Yes	28	35	29	19
No	65	65	68	45
TOTAL	100	100	100	100

[a]Non-respondent and those not indicating whether or not they renovated a chair were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

Table 19. RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND WHETHER OR NOT RESPONDENTS ASSISTED SOMEONE ELSE IN RENOVATING CHAIRS WHILE THE SERIES WAS IN PROGRESS*

Respondent Assisted Someone Else in Renovating Chairs	Total (N=1477) Percent	Renovated Chairs While the Educational Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
No response[a]	31	68	23	64
Yes	4	25	2	18
No	65	26	75	18
TOTAL	100	100	100	100

[a]Non-respondents and those not indicating whether or not they renovated a chair were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

Table 20. RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND WHETHER OR NOT RESPONDENTS INTENDED TO RENOVATE CHAIRS AFTER HAVING SEEN THE SERIES*

Respondent Intends to Renovate Chairs After Having Seen the Educational Television Series	Total (N=1477) Percent	Renovated Chairs While the Educational Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
No response[a]	16	25	10	46
Yes	66	70	69	44
No	18	5	21	10
TOTAL	100	100	100	100

[a]Non-respondents and those not indicating whether or not they renovated a chair were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

Table 21. RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND RESPONDENTS WHO WATCHED EACH OF THE FIFTEEN SUGGESTED EXTENSION UNITS

Extension Unit	Total (N=1477) Percent	Renovated Chairs While the Educational Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
"Trends; Fabrics; A Chair That Fits"	65	88	73	52
"Tools; Supplies; Removing Old Upholstery"	71	90	80	54
"Repairing Framework and Wood Finish"	56	82	62	45
"Stretching Webbing and Fastening Springs"	62	83	70	52
"Tying and Covering Springs"	56	74	63	44
"Attaching Edge Rolls; Padding Seat of Chair"	36	68	38	32
"Covering Seat of Chair with Separate Cushion"	35	58	38	27
"Padding a Chair Using Foam Rubber"	38	70	41	34
"Padding and Covering the Seat of Chair"	28	57	30	27

Table 21, (Continued)

Extension Unit	Total (N=1477) Percent	Renovated Chairs While the Educational Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
"Padding and Covering Arms"	44	69	49	36
"Adding the Front Band and Padding Inside Back"	36	70	38	31
"Covering the Inside Back and Sewing on Buttons"	33	63	36	28
"Covering Outside Arm and Back"	37	67	41	32
"Fastening Lining Under Bottom of Chair"	37	64	40	33
"Making a Cushion Cover"	30	59	32	23
Total Average Percents	44	71	49	36

Table 22. RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND THE ACTUAL NUMBER OF EXTENSION UNITS WATCHED*

Number of Extension Units Watched	Total (N=1477) Percent	Renovated Chairs While the Educational Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
No response[a]	11	3	8	37
One to Five	28	10	30	20
Six to Ten	33	29	35	17
Eleven to Fifteen	28	58	27	26
TOTAL	100	100	100	100

[a]Non-respondents and those not indicating whether or not they renovated a chair were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

Table 23. RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS BY TYPES OF FUTURE TELEVISION PROGRAMS DESIRED**

Future Program Desired	Total (N=1477) Percent	Renovated Chairs While the Educational Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
Basic sewing techniques	49	52	49	45
Window treatment	49	61	51	34
A specific craft	43	54	45	29
Food preservation	42	48	43	34
Food buying	31	33	31	24
Work simplification	31	34	31	22
Buying home furnishings	30	40	31	17
Money management	26	28	26	19
Others	3	6	3	2
Total Average Percents	34	40	34	26

**Not significant at .05 level (Chi Square Test).

Table 24. RELATIONS BETWEEN RESPONDENTS WHO DID OR DID NOT RENOVATE CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS AND TYPES OF ADULT EDUCATION CLASSES PREVIOUSLY ATTENDED**

Type of Class	Total (N=1477) Percent	Renovated Chairs While the Educational Television Series Was in Progress		
		Yes (N=96) Percent	No (N=1201) Percent	Did Not Indicate (N=180) Percent
Other	12	19	13	9
Extension sponsored classes	10	16	11	12
Night School	5	10	6	5
Total Average Percents	9	14	10	8

**Not significant at .05 level (Chi Square Test).

Table 25. RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND RESPONDENTS' STATES OF RESIDENCE**

State of Residence	Total (N=1477) Percent	Number of Extension Units Watched			
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	Did Not Indicate (N=167) Percent
Tennessee	80	78	81	79	83
Virginia	14	15	14	15	10
West Virginia	2	2	2	2	3
Kentucky	3	4	2	3	3
North Carolina	1	1	1	1	1
TOTAL	100	100	100	100	100

**Not significant at .05 level (Chi Square Test).

Table 26. RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND RESPONDENTS' MEMBERSHIP STATUS**

Membership Status	Total (N=1477) Percent	Number of Extension Units Watched: 1-5 (N=409) Percent	5-10 (N=481) Percent	11-15 (N=420) Percent	Did Not Indicate (N=167) Percent
Non-member	75	75	74	76	80
Home demonstration club member	14	16	15	12	11
4-H parent	6	4	7	7	4
Home demonstration club leader	4	4	3	4	4
4-H leader	1	1	1	1	1
TOTAL	100	100	100	100	100

**Not significant at .05 level (Chi Square Test).

Table 27. RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND RESPONDENTS' PREVIOUS FORMAL EDUCATIONAL TRAINING**

Previous Formal Educational Training	Total (N=1477) Percent	Number of Extension Units Watched			
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	Did Not Indicate (N=167) Percent
No response[a]	6	3	4	4	20
High school	56	55	58	61	46
College	26	28	26	22	25
Grammar school	12	14	12	13	9
TOTAL	100	100	100	100	100

[a]Non-responses were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

Table 28. RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND THE SOURCES OF PUBLICITY THAT ENCOURAGED RESPONDENTS' PARTICIPATION IN THE CLASSES

Source of Publicity	Total (N=1477) Percent	Number of Extension Units Watched			
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	Did Not Indicate (N=167) Percent
Television**	85	83	90	91	57
Newspaper*	7	11	9	9	14
Letter from Home Agents*	7	9	10	8	8
Others**	5	7	4	5	7
Radio*	2	1	2	3	1
Total Average Percents	21	22	23	23	17

*Significant at .05 level (Chi Square Test).

**Not significant at .05 level (Chi Square Test).

Table 29. RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND WHETHER OR NOT RESPONDENTS HAD UPHOLSTERED CHAIRS BEFORE WATCHING AN EDUCATIONAL TELEVISION SERIES**

Respondent Had Upholstered Chairs Before Watching the Educational Television Series	Total (N=1477) Percent	Number of Extension Units Watched			
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	Did Not Indicate (N=167) Percent
No response[a]	7	6	2	1	36
Yes	28	26	28	34	22
No	65	68	70	65	42
TOTAL	100	100	100	100	100

[a]Non-responses were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

Table 30. RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND WHETHER OR NOT RESPONDENTS RENOVATED CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS*

Respondent Renovated Chairs While the Educational Television Series Was in Progress	Total (N=1477) Percent	Number of Extension Units Watched			
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	Did Not Indicate (N=167) Percent
No response[a]	12	9	6	11	40
Yes	6	2	6	13	2
No	82	89	88	76	58
TOTAL	100	100	100	100	100

[a]Non-responses were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

Table 31. RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND WHETHER OR NOT RESPONDENTS ASSISTED SOMEONE ELSE IN RENOVATING CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS*

Respondent Assisted Someone Else in Renovating Chairs While the Educational Television Series Was in Progress	Total (N=1477) Percent	Number of Extension Units Watched			
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	Did Not Indicate (N=167) Percent
No response[a]	31	29	26	28	55
Yes	4	3	3	9	1
No	65	68	71	63	44
TOTAL	100	100	100	100	100

[a]Non-responses were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

Table 32. RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND WHETHER OR NOT RESPONDENTS INTENDED TO RENOVATE CHAIRS AFTER SEEING AN EDUCATIONAL TELEVISION SERIES*

Respondent Intended to Renovate Chairs After Seeing Educational Television Series	Total (N=1477) Percent	Number of Extension Units Watched			
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	Did Not Indicate (N=167) Percent
No response[a]	16	19	7	5	58
Yes	66	50	77	85	28
No	18	31	16	10	14
TOTAL	100	100	100	100	100

[a]Non-responses were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

Table 32. RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND REASONS GIVEN BY RESPONDENTS FOR NOT INTENDING TO RENOVATE CHAIRS AFTER THE EDUCATIONAL TELEVISION SERIES*

Reasons Given by Respondents for Not Intending to Renovate Chairs	Total (N=1477) Percent	Number of Extension Units Watched			
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	Did Not Indicate (N=167) Percent
Intended to Renovate Chair	66	50	77	85	28
Other reasons	18	33	12	10	22
Did not want to put forth that much effort	6	9	6	3	6
No reason given	5	3	0	0	43
Need more help	3	4	3	1	1
Television directions not clear	1	0	1	1	0
Written directions not clear	1	1	1	0	0
TOTAL	100	100	100	100	100

*Significant at .05 level (Chi Square Test).

Table 34. RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND WHETHER OR NOT RESPONDENTS WERE SATISFIED WITH CHAIRS RENOVATED DURING THE EDUCATIONAL TELEVISION SERIES**

Respondent Was Satisfied with Renovated Chairs	Total (N=1477) Percent	Number of Extension Units Watched			
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	Did Not Indicate (N=167) Percent
No response[a]	79	85	79	68	92
Yes	19	14	19	29	7
No	2	1	2	3	1
TOTAL	100	100	100	100	100

[a]Non-responses were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

Table 35. RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND TYPES OF FUTURE EXTENSION TELEVISION PROGRAMS DESIRED BY RESPONDENTS

Type of Future Television Program Desired	Total (N=1477) Percent	Number of Extension Units Watched			
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	Did Not Indicate (N=167) Percent
Basic sewing techniques*	49	49	50	54	34
Window treatment**	49	42	54	58	27
A specific craft*	43	41	48	46	30
Food preservation**	42	38	45	51	32
Food buying**	31	26	30	38	23
Work simplification**	31	25	33	36	22
Buying home furnishings**	30	26	29	39	19
Money management**	26	22	27	31	19
Others*	3	2	4	4	2
Total Average Percents	34	30	35	52	23

*Significant at .05 level (Chi Square Test).

**Not significant at .05 level (Chi Square Test).

Table 36. RELATIONS BETWEEN ACTUAL NUMBERS OF EXTENSION UNITS WATCHED AND TYPES OF ADULT EDUCATION CLASSES PREVIOUSLY ATTENDED BY RESPONDENTS**

Type of Class Attended	Total (N=1477) Percent	Number of Extension Units Watched			
		1-5 (N=409) Percent	6-10 (N=481) Percent	11-15 (N=420) Percent	Did Not Indicate (N=167) Percent
Night school	6	6	7	6	9
Extension-sponsored classes	11	24	26	20	14
Other	13	11	13	15	11
Average Total Percent	10	14	15	14	11

**Not significant at .05 level (Chi Square Test).

Table 37. RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND STATES OF RESIDENCE**

State of Residence	Total (N=1477) Percent	Chair Renovation Ratings[a] 0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
Tennessee	80	81	80	80	75
Virginia	14	12	15	14	14
West Virginia	2	3	2	3	2
Kentucky	3	3	2	3	7
North Carolina	1	1	1	0	2
TOTAL	100	100	100	100	100

[a]Scoring system used: (1) 0 = no "yes" answers to questions 5, 6, and 7 on survey; (2) 1 = one "yes" answer to either question 5, 6, or 7; (3) 2 = two "yes" answers to questions 5, 6, and/or 7; and (4) 3 = all "yes" answers to questions 5, 6, and 7.

**Not significant at .05 level (Chi Square Test).

Table 38. RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND MEMBERSHIP STATUSES**

Membership Status	Total (N=1477) Percent	Chair Renovation Ratings 0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
Non-member	75	78	76	73	70
Home Demonstration Club member	14	13	14	14	12
4-H Parent	6	5	6	6	14
Home Demonstration Club leader	4	3	3	6	2
4-H Leader	1	1	1	1	2
TOTAL	100	100	100	100	100

**Not significant at .05 level (Chi Square Test).

Table 39. RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND PREVIOUS FORMAL EDUCATIONAL TRAINING**

Previous Educational Training	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
No response[a]	5	11	3	4	2
High school	57	52	57	58	70
College	26	25	28	24	19
Grammar school	12	12	12	14	9
TOTAL	100	100	100	100	100

[a]Non-responses were deleted for purposes of computing Chi Square value.

**Not significant at .05 level (Chi Square Test).

Table 40. RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND SOURCES OF PUBLICITY REGARDING THE TELEVISION SERIES THAT ENCOURAGED PARTICIPATION IN THE CLASSES

Sources of Publicity	Total (N=1477) Percent	Chair Renovation Ratings 0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
Television**	85	75	89	89	89
Newspaper**	7	11	9	10	9
Letter from Home Agent**	7	9	9	10	7
Other sources*	5	4	4	7	14
Radio**	2	2	2	3	2
Total Average Percent[a]	21	20	23	24	24

[a]Percents will not add to 100 percent as respondents reported more than one source.

*Significant at .05 level (Chi Square Test).

**Not significant at .05 level (Chi Square Test).

Table 41. RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND RENOVATION OF CHAIRS BEFORE WATCHING AN EDUCATIONAL TELEVISION SERIES*

Respondent Had Renovated Chairs Before Watching an Educational Television Series	Total (N=1477) Percent	Chair Renovation Ratings 0 (N=287) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
No response[a]	7	20	3	1	0
Yes	28	0	11	81	100
No	65	80	86	18	0
TOTAL	100	100	100	100	100

[a]Non-responses were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

Table 42. RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND WHETHER OR NOT RESPONDENTS RENOVATED CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS*

Respondent Renovated Chairs While the Educational Television Series Was in Progress	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=287) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
No response[a]	12	23	7	9	26
Yes	6	0	3	15	53
No	82	77	90	76	21
TOTAL	100	100	100	100	100

[a]Non-responses were deleted for the purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

Table 43. RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND WHETHER OR NOT RESPONDENTS ASSISTED SOMEONE ELSE IN RENOVATING CHAIRS WHILE AN EDUCATIONAL TELEVISION SERIES WAS IN PROGRESS*

Respondent Assisted Someone Else in Renovation	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
No response[a]	31	39	25	31	40
Yes	4	0	1	10	47
No	65	61	74	59	13
TOTAL	100	100	100	100	100

[a]Non-responses were deleted for the purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

Table 44. RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND RESPONDENTS' PLANS TO RENOVATE CHAIRS AFTER HAVING SEEN AN EDUCATIONAL TELEVISION SERIES*

Respondent Planned to Renovate Chairs	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
No response[a]	16	44	8	3	0
Yes	66	0	85	96	100
No	18	55	7	1	0
TOTAL	100	100	100	100	100

[a]Non-responses were deleted for purposes of computing Chi Square value.

*Significant at .05 level (Chi Square Test).

Table 45. RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND REASONS GIVEN BY RESPONDENTS FOR NOT PLANNING TO RENOVATE CHAIRS*

Reasons Given for Not Planning to Renovate Chairs	Total (N=1477) Percent	Chair Renovation Ratings 0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
Plan to renovate	66	0	85	96	100
Miscellaneous reasons	16	45	9	2	0
No reason given	7	29	0	0	0
Don't want to put forth that much effort	6	19	2	1	0
Need more help	3	5	2	1	0
Television directions not clear	1	1	1	0	0
Written directions not clear	1	1	1	0	0
TOTAL	100	100	100	100	100

*Significant at .05 level (Chi Square Test).

Table 46. RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND RESPONDENTS WHO WATCHED THE FIFTEEN SUGGESTED EXTENSION UNITS*

Extension Units	Total (N=1477) Percent	Rank	Chair Renovation Ratings 0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
"Trends; Febrics; A Chair That Fits"	71	2	55	74	81	84
"Tools; Supplies; Removing Old Upholstery"	78	1	61	82	87	88
"Repairing Framework and Wood Finish"	61	4	42	66	72	84
"Stretching Webbing and Fastening Springs"	69	3	48	75	79	67
"Tying and Covering Springs"	61	5	39	68	72	72
"Attaching Edge Rolls; Padding Seat of Chair"	39	7	18	44	51	63
"Covering Seat of Chair with Separate Cushion"	38	10	19	42	49	51
"Padding a Chair Using Foam Rubber"	42	7	19	49	51	63
"Padding and Covering the Seat of Chair"	32	13	12	36	43	51

Table 46. (Continued)

Extension Units	Total (N=1477) Percent	Rank	Chair Renovation Rating 0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
"Padding and Covering Arms"	49	6	23	58	57	61
"Adding the Front Bank and Padding Inside Back"	39	9	18	44	51	61
"Covering the Inside Back and Sewing on Buttons"	36	11	14	41	49	56
"Covering Outside Arm and Back"	41	8	17	48	53	54
"Fastening Lining Under Bottom of Chair"	41	8	20	44	54	61
"Making a Cushion Cover"	33	12	13	37	45	42
Total Average Percent	49	--	28	54	60	63

*Significant at .05 level (Chi Square Test).

Table 47. RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND NUMBER OF EXTENSION UNITS WATCHED*

Number of Extension Units Watched	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
Less than one	11	26	6	5	2
One to Five	28	44	24	19	23
Six to Ten	33	22	38	35	21
Eleven to Fifteen	28	8	32	41	54
TOTAL	100	100	100	100	100

*Significant at .05 level (Chi Square Test).

Table 48. RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND RESPONDENT SATISFACTION WITH THEIR RENOVATED CHAIRS*

Respondent Satisfied with Renovated Chairs	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
No response[a]	79	98	91	46	14
Yes	19	1[b]	8	50	86
No	2	1	1	4	--
TOTAL	100	100	100	100	100

[a]Non-responses were deleted for purposes of computing Chi Square value.

[b]Assisted another in renovation.

*Significant at .05 level (Chi Square Test).

Table 49. RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND TYPES OF FUTURE TELEVISION PROGRAMS DESIRED

Desired Television Program	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
Basic sewing techniques	49	45	49	51	65
Window treatment	49	39	51	57	53
Food preservation	42	33	45	44	65
A specific craft	43	34	46	47	58
Food buying	31	28	35	27	21
Work simplification	31	22	33	34	40
Buying home furnishings	30	26	32	30	26
Money management	26	21	29	26	19
Others	3	1	1	3	3
Total Average Percent	34	28	36	36	40

Table 50. RELATIONS BETWEEN CHAIR RENOVATION RATINGS AND TYPES OF ADULT EDUCATION CLASSES PREVIOUSLY ATTENDED*

Types of Classes Attended	Total (N=1477) Percent	Chair Renovation Ratings			
		0 (N=387) Percent	1 (N=681) Percent	2 (N=366) Percent	3 (N=43) Percent
Extension-sponsored classes	11	12	8	16	13
Night school	6	4	6	6	19
Other	13	9	12	15	26
Total Average Percent	10	8	9	12	19

*Significant at .05 level (Chi Square Test).

ERIC Clearinghouse
MAR 2 0 1973
on Adult Education